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11/16/2021	1	Gainesville Community Reinvestment Area Advisory Board	Discussed	

GTEC Repositioning Update (B)

The largest undertaking on the SE portion of the Reinvestment District is the redevelopment of the Gainesville Technology Enterprise Center (GTEC) area and the former Kennedy Homes site (Heartwood). The sites are located within a quarter mile of each other, about one mile from downtown Gainesville and two miles from the University of Florida. The 13.5-acre GTEC Area Master Plan site, now called “Cornerstone,” is located between SE Hawthorne Road and SE 8th Avenue, and SE 20th Street and SE 24th Street.

GTEC is located at 2153 SE Hawthorne Road on the Cornerstone site and now has a 20-year history in the Eastside Community. The GTEC Program has graduated a myriad of companies, yet many neighbors are unclear on who owns and operates the facility, what kind of companies “incubate” there and how it adds value to SE Gainesville.

As part of the former CRA’s transition to the Gainesville Community Reinvestment Area, GTEC remained a priority throughout community engagement and became one of the major GCRA projects in the 10-year Plan’s Economic Development Initiative. With a renewed focus, a single district reinvestment plan and a community focus on investing in the eastern portion of the District, the GCRA sold its facility on NW 5th Avenue and relocated to the GTEC building during 2020. GCRA was tasked with management of the facility and negotiating a contract extension with Santa Fe College for the programming and daily operations.

In today’s meeting GCRA Staff will share a brief history of the facility and Greenwood Consulting, Inc. will give an overview of their “GTEC Analysis and Recommendations” completed this fiscal year. Finally, GCRA Staff will make recommendations for moving this effort forward.

None

The GCRA Advisory Board hear a presentation from staff and consultant, and affirm the recommendations for

next steps.